

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



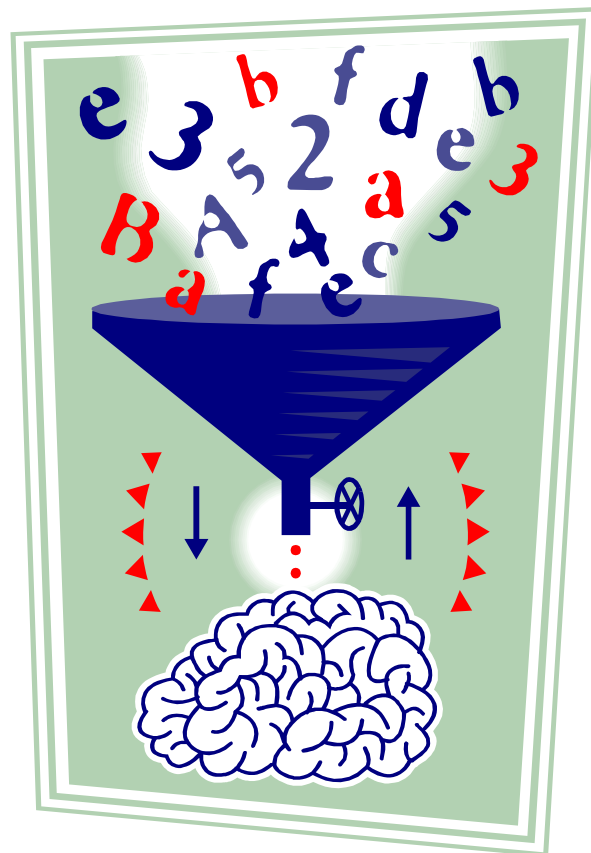
Part 3 Analysis & Recommendations

Version 1
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Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Tables 2 & 3, the overall problem associated with DUI crashes and fatalities is double in Jefferson County in comparison to the state rates. Table 4 shows crashes involving Native Americans, which we do not track due to the small Native population in Jefferson County. The rate comparison in 2008 (.66) and 2011(.43) shows a more extreme disparity and higher incidence of crashes in Jefferson County. As for the fatalities in 2011 there were none in Jefferson County and in 2012 the average rate was lower .8 % in Jefferson County than in the state. Jefferson County with our rate per 100,000 is double that of the state in both alcohol related crashes with injuries and *fatalities*.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Underage drinking and driving in Jefferson County has been significantly decreasing since 2008 according to the PNA (Prevention Needs Assessment). Any rate of drinking and driving by underage individuals is unacceptable and Jefferson County rate of impaired driving compared to the state rate is slightly lower – 2 points in 2008 & .5 points in 2012. For 2010 there is a significant difference - 3.8 points higher.

The overall decrease can be encouraging and needs to be monitored closely.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

It appears as though statewide and in Jefferson County the problem is decreasing gradually. However in 2010 and 2012 10th and 12th graders were 8-10% higher than the state statistics. This percent was significantly higher than the state.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

The number of motor vehicle crashes is still significantly (about double) that of the state level and therefore will be a factor in the data affecting questions 2 & 3. In the above responses that did not appear to be the case. However this is still a topic which affects the local communities. Many informal conversations and surveys have named drinking and driving as one of the biggest community concerns.

Jefferson County is comprised of rural communities, sandwiched between much larger cities where students may attend school activities, go to work or attend other functions where it is necessary to be driven to and from. This continues to be an area where ongoing observation will be important.

The high motor vehicle crashes can be significantly caused by the fact that Jefferson County is home to two interstate highways, I-15 and I-90. Due to this fact large numbers of travelers drive through Jefferson County utilizing these interstate highways. Jefferson County is also centered amongst the three population centers in southwest Montana. Travelers from Butte, Bozeman and Helena drive through Jefferson County in order to reach other areas with a larger population.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Table 11 it appears that Jefferson County is consistently lower (4-6%) than the state regarding underage binge drinking for the past 5 years. There were some higher figures (5%) for the 10th graders in 2012. Binge drinking continues to be an issue in Jefferson County, even though the PNA results show a drop from 2008 and 2010, slightly up in 2012. So any trend is really unclear at this time.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The Jefferson County rates of adult binge drinking appear to be consistent with the adult binge drinking rates statewide. Rates have increased the past two years prior to that the rates had stayed somewhat the same. With rates of binge drinking remaining in the area of 20 percent of adults surveyed, one could infer these individuals pose significant risks to themselves and their communities. Continued efforts to decrease adult binge drinking are still greatly needed

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based upon Table 17, it appears as though Jefferson County is consistently lower (3-8%) than the state regarding underage drinking for the past 5 years. Underage drinking continues to be an issue in Jefferson County, with a slight increase (2%) over the past 5 years. The 30%+ total for 2008, 2010 and 2012 for each of these years demonstrates that almost 1/3 of the underage population is using alcohol. This is significant and is of concern.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Table 20 in particular, the drug abuse has increased and is significantly higher (overall – 2-4%) in Jefferson County compared to the state data. Many informal sources have stated that this is a growing concern in the county. Law Enforcement is just beginning to look at this issue among the youth in Jefferson County.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

By examining all the data collected in this section, it is apparent that binge drinking, underage drinking and use of drugs continue to be an issue in Jefferson County. The area that particularly stands out is the almost one third of underage youth have used alcohol and the large percentage of youth who are experimenting with drugs. The community often seems most concerned about drinking and driving, as that is what is viewed as the most obvious "danger". I believe there is still much work to be done on the many other potentially dangerous consequences of substance abuse among the youth.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Jefferson County definitely has a bigger issue with this area than the whole state. When comparing the local community data to the state data in Table 23 it is very clear that the overall disapproval rate is lower (2-8%) than the state. The most significant low rating (11%) is for the 12th graders and the 2012 data for 8th, 10th and 12th graders which is 8%. There are significant number of parents in the county who do believe that it is safer for their youngsters to drink while under their supervision. This seems to be one of the most challenging issues prevention work is faced with. More education is definitely needed in this area.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Peer disapproval in Jefferson County seems to be higher (4-7%) than the state disapproval rate. This was surprising and no other local data is available.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The data in these tables shows overall that there is less (7-14%) perceived risk/harm with the Jefferson County population when compared to the state. No other local data is available at this time.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The data shows that Jefferson County is lower (20-24%) across the board when it comes to family communication about alcohol/drugs than the state data. This information is confirmed by several informal surveys which have been conducted: MAPP survey and questions given to attendees at the local Town Hall Meetings in October, 2012

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The information in Table 31 indicates that in general the 10th and 12th graders responding showed a higher percentage (2-5%) with concerns about alcohol than the overall state responses. The poverty level in a large part of the county is very high and the amount of alcohol and other drugs fits into this scenario.

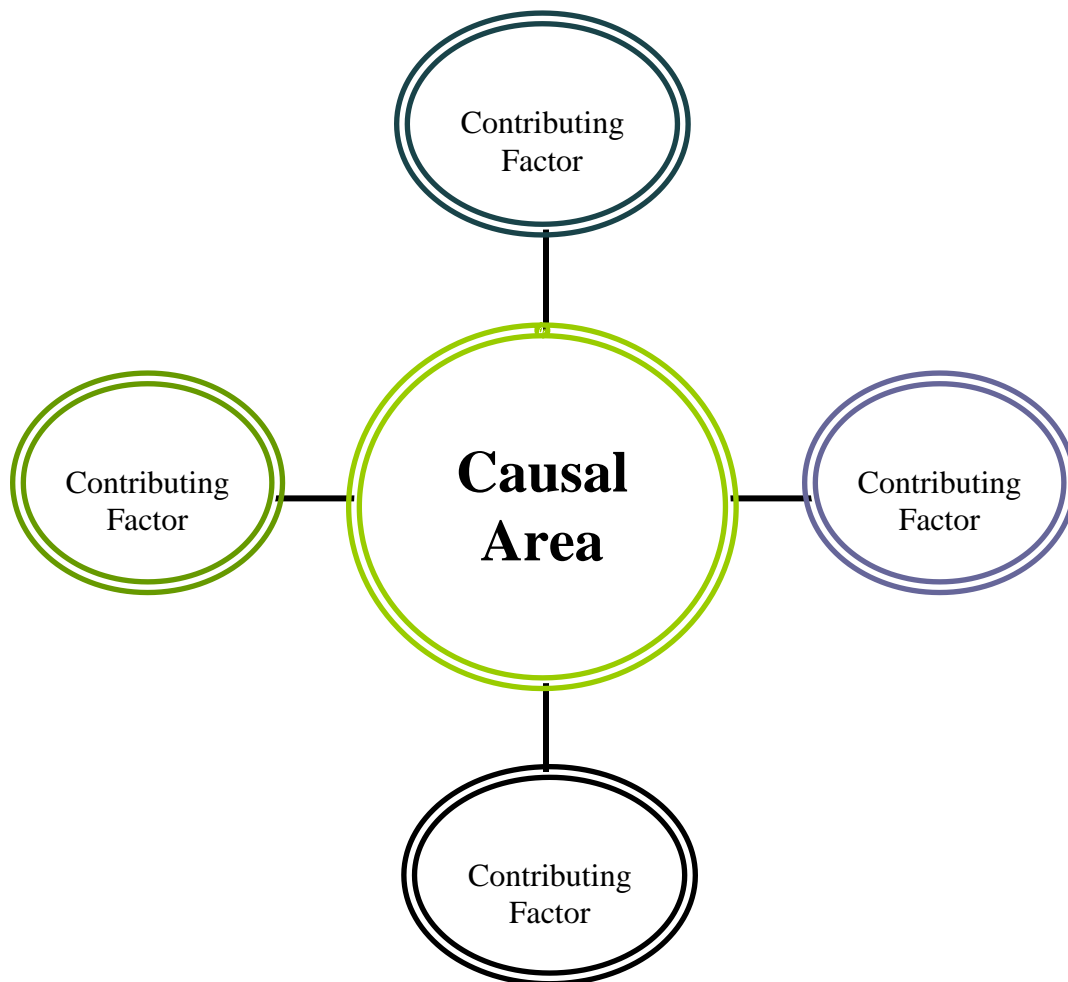
Final Risk Factors Question

QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Based on the data in questions 10-14 it is clear that parental communications about alcohol and drugs is an area of concern. Youth perception of their parent's attitude toward use of alcohol is low. This indicates further need to educate and inform the adults in the county of the dangers and consequences of underage substance abuse.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

After reviewing the local data in Part 2 it shows that in 2011 the failure percent is declining. In 2012 there were no Compliance Checks since there was a shortage of Law Enforcement to implement them. Previously when the checks were not accomplished it was because Confidential Informants were hard to find. The challenge of Compliance Checks is one issue that the DUI Task Force is trying to work on with Law Enforcement to implement on a more regular basis.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Since there were no Compliance Checks conducted 2012 and a minimal number was implemented in 2011, there is much concern about the affect regular Server and Seller Trainings really has on those individuals who serve and sell alcohol. When the employee of an establishment is told there will be a compliance check following the training and none happens this has the potential to negate the effectiveness of the training.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

The number of RASS Trainings have increased over the past several years and peaked in 2010 and 2011. This increase coincides with the Legislature passing a mandatory Server/Seller bill. The alcohol establishments in Jefferson County have been very cooperative in sending their employees to the trainings. As staff turnover occurs, they usually request a class for the new hires. These classes have been going on for a number of years now and there are individuals who are on their second or third round of the class. Individuals do retake it when they see that their three years has expired or is close to expiration. Consistent RASS Training has the proven potential to have drastic implications on binge drinking, underage access and drinking and driving in our community. As servers/sellers become more acutely aware of their own liability and their moral and legal responsibility when selling/serving alcohol, then it no longer is as attractive to them to sell/serve to underage individuals or to over serve.

QUESTION 19 Alcohol Merchant Retail Sales Training

If you community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

RASS Training is held at least quarterly in Jefferson County. Trainings are also available upon request of a retailer or their employee(s). RASS Trainings have been occurring as frequently as monthly in some parts of the county. Businesses have requested more frequent trainings. Therefore, prevention staff has accommodated these businesses in order to assist them in training their employees.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Retail availability does not appear to be a concern in Jefferson County as a whole. Bars, stores and restaurants work diligently to ensure sales are not made to underage persons and RASS Trainings are well attended. One concern is the infrequency of ACCs in the county. The Jefferson County DUI Task Force is working with Law Enforcement to address this issue. The largest concern, however, comes from secondary sales to minors, as well as residents consuming large amounts of alcohol at a private residence or in the hills and then driving home. This includes adults as well as underage individuals who party in this manner.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 **4** 5 6 7 8 9 10 Major impact

As stated in previous answers, retail availability is not of major concern and reasons are explained. Retail availability does seem to be less of a factor and without more frequent Compliance Checks this may not be as accurate a numerical assessment as it appears initially. Regular "Let's Control It Classes" are conducted and businesses have been conscientious about having their employees attend a class or go on line for the training.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

Since this same report was submitted in 2010, the conviction rate has gone from 85% in 2009 to 74% in 2012. There is no real data that can show why this is the case. This is still a relatively high conviction rate and there is some concern about the lower percentage. Presently Law Enforcement has more tools available to them: better cameras, new legislation, etc. There are fewer Law Enforcement Officers available in the county and this would influence the number of arrests and not the conviction rate.

QUESTION 23

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

This data suggests that Jefferson County has a relatively high conviction rate for its alcohol related offenses. Since it has to operate within the bounds of the current laws, the conviction rates may be affected more dramatically by a change in the laws. Binge drinking and DUI's in our community are not tolerated, as is evidenced by the conviction rates, and again, when the laws are strengthened to impose more swift and strict penalties on the offenders, these numbers will be more positively affected. The Montana Legislature is making attempts to address DUI laws.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

According to their interview answers, the Boulder Police Chief and the Sheriff are doing everything they can within the confines of their budget and their staffing parameters. They indicated where their strengths are and where their needs are – they have the DUI Task Force and prevention groups as a resource to support them and draw from, but cite personnel, equipment and training, as well as accountability issues for repeat offenders, as areas that need attention. They both indicated that domestic abuse and alcohol-related issues contribute largely to the amount of arrests and convictions within our community and acknowledged that many of these issues go undetected and/or unreported in our area. Community policing, intensified neighborhood patrols and Compliance Checks are being pursued to address binge drinking and DUIs in our area by law enforcement with the cooperation and support of the DUI Task Force and the community prevention groups.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

The Jefferson County Sheriff's Office and Boulder Police Department have made impaired driving prevention a priority. Budget and available resources are the primary underlying reasons why it is not always feasible to pursue all potential solutions toward alcohol-related crime.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Regarding alcohol ordinances in the local community, the majority of the laws is state mandated and is not locally driven. Local ordinances pertaining to offenses against public order, public nuisance, open container, etc., are being enforced according to the ordinances written in Town/City Code. Law Enforcement is enforcing the ordinances in accordance to the state and local codes to ensure that their enforcement is addressing the local issues with binge drinking and drinking/driving. Law Enforcement, as stated in previous answers, is diligently working to address all issues relating to BD and DD in order to create a safer and healthier environment in the local communities.

Law Enforcement views all ordinances as useful tools to prevent incidences of BD and DD in the local community, and enforces the ordinances according to the letter of the ordinance. Through speaking to Law Enforcement, all tools available to them to decrease the incidences of BD and DD will be used to ensure public safety and public order. All ordinances will be enforced without question or discretion.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

One ordinance which would be beneficial is a Social Host ordinance. This could provide Law Enforcement with a tool to address underage drinking parties. It would be most beneficial to have a county wide Social Host ordinance since many of the underage drinking parties are often held outside of the city limits.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

At this time the local justice system is **not** 'contributing' in any purposeful manner to the issues involving risky alcohol use and the incidences of BD and DD. This being stated it is still the belief that some incidences of BD and DD go unnoticed, and not as the result of any purposeful action on the part of the local justice system. Therefore, the largest issue relating to access to alcohol continues to be social events and alcohol consumption in private residences and at private functions and not throughout the community at bars and restaurants. As noted before, the judicial system works within the parameters of the laws and ordinances that are currently on the books. The state is in the continued process of passing new legislation which will strengthen laws and ordinance to deter and reduce recidivism in our communities.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact
0 1 2 3 4 **5** 6 7 8 9 10
Major impact

The previous answers provide the rationale for the choice of 5. In summary, Law Enforcement and the Judicial System are making efforts to enforce the law and prosecute the law. There is always room for more assistance, particularly with a Social Host ordinance which addressed in the next section.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The perception trends in Jefferson County appear to be somewhat consistent with the state trends relating to the perceptions of being caught. It is clear from the PNA data that the youth are more afraid of getting caught by their parents than by law enforcement.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Continually, youth are gaining access to alcohol from their homes and through secondary sales of alcohol. The majority of the business community and the community at large, as well as law enforcement believe alcohol is being obtained by youth through social channels and not through retail channels.

Social availability is of considerable concern locally due to the fact youth are saying they are increasingly obtaining alcohol through social channels. If youth are gaining access to alcohol through social channels, stores are tightening sales of mass quantities of alcohol and law enforcement officers are patrolling areas known for youth alcohol parties, this increases the risk for BD and DD among youth in the local community. This also reinforces the fact that youth are gaining access to alcohol through social channels more and more frequently.

As stated in previous answers, there is an observable shift in the perceptions of being caught by the police and being caught by parents. While the perception of being caught by law enforcement has declined (fewer officers available), the increase in the perception of being caught by parents is a positive shift towards change in the local community. There seems to be some decline of alcohol availability in homes and overall this still seems to be of a greater concern than some of the previous issues.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact
0 1 2 3 4 5 6 7 8 **9** 10
Major impact

This is a high priority because of the perceived parent attitude about keeping the youth safe by having alcohol available in the "safety of the home". A Social Host ordinance could be a beneficial tool for Law Enforcement who has a rural area to patrol.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising**QUESTION 33 Advertising**

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

It does not appear that the overall level of alcohol advertising in Jefferson County is excessive at all. Alcohol advertising on buildings is not an area of concern and the majority of businesses advertising alcohol on their buildings are doing so through the use of neon signs and promotional banners used sparingly to promote specific events. Promotion does not seem to be of any major concern to any community group at this time.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

It is unclear how advertising affects the amount of binge drinking in Jefferson County. One recurring thought is: ads providing information regarding alcohol at reduced or sale prices may contribute to the amount of alcohol persons will consume. If this is true then logically that advertising would potentially increase alcohol consumption which would affect the drinking and driving in the county. There is really no data that would support this assumption.

“Rockin’ the Rivers” and “Country Jam” concerts are held each year in Jefferson County. These events are advertised throughout the state and draws people from MT and surrounding states. Individuals at these concerts consume mass amounts of alcohol. This continues to be a concern for Law Enforcement and the elected officials of Jefferson County. There have been some attempts to use wristbands for those of legal drinking age. This has had some success and more still needs to be done to keep alcohol out of the hands of underage youth.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Based upon the media tracking I have done, as well as the local television and internet news venues published within the county, it is overwhelmingly evident that alcohol misuse is definitely being portrayed in a poor light. Subsequently, the balance of public comment has shifted in favor of strengthening the laws to impact the devastation caused by binge drinking and drinking and driving.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

The community as a whole views the Rockin' the Rivers event as an opportunity to consume mass amounts of alcohol in a "safe environment", neglecting to "remember" the large amounts of fights, sexual assaults and property crimes involved with the consumption. When alcohol is introduced into a festival attended by approximately 12,000 people on a yearly basis, the incidents mentioned above are of particular note when considering the effects of binge drinking on the event itself. The Headwaters Country Jam falls into the same category as Rockin' the Rivers in regards to alcohol use and abuse, but is only attended by approximately 2,500 people.

The only other county event that is sponsored by the alcohol industry is the County Rodeo. The organizers of this event have been proactive in providing the sellers at the Rodeo with RASS training. Other community events do not have alcohol sponsorship.

The large events mentioned above remain a high concern to Law Enforcement and elected officials of Jefferson County.

The 2 local newspapers do not rely on the alcohol industry for advertising support. One of the papers does not solicit advertising from alcohol establishments such as distributors or bars.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

The information in the previous questions provides the rationale for the rate of 3. In addition the local media has been very supportive of publicizing info about alcohol related issues in the county. The local newspapers have generously supported articles from the sheriff's office at high traffic times, ads about prom and graduation safety messages, Red Ribbon week messages, etc.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

The school districts in Jefferson County have policies in place to address underage substance abuse. These are reviewed on a regular basis and applied in a consistent manner. However, the schools could grow in the area of providing some of the educational follow up when a student receives an MIP on campus. The present administrations of both High Schools are open to and ask for support from prevention personnel and Law Enforcement as needed.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

A 5 rating was given mostly out of concern for creating and maintaining a follow up program for students who receive an MIP. This is an area in which prevention work is still needed.

MEDICAL FIELD INFORMATION – PART 3

QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Prescription drug use has definitely increased in Jefferson County as with most communities. Based on the interviews conducted, the medical clinics in the county are doing all each is able to within the constraints of the law and what is available to them to address the issue. The statement was made that more support is needed from the legal end of this issue. Often Law Enforcements' hands are tied by some of the legalities surrounding drug use. This is particularly showing up with the misuse and unlawful sale of prescription drugs.

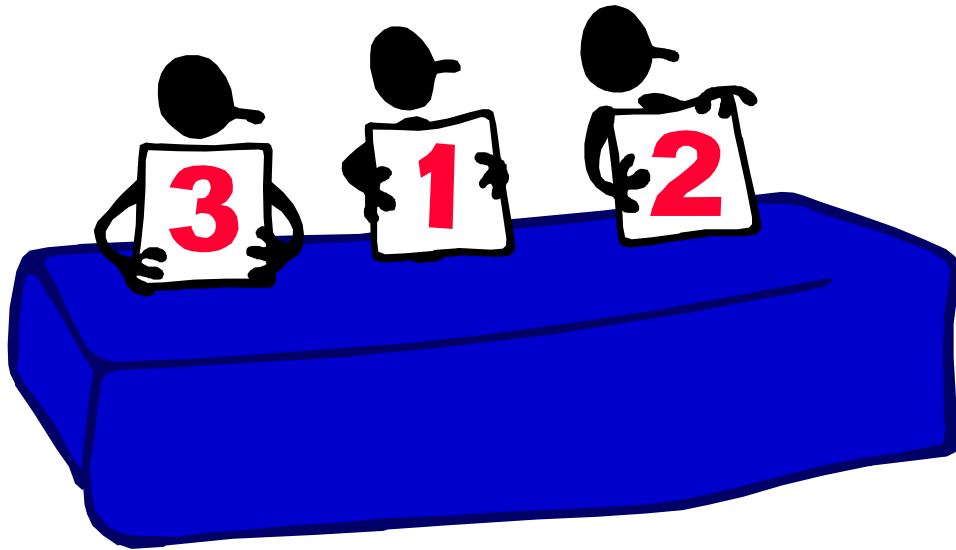
QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

This is a new area of concern and from some of the interviews has been increasing at an alarming rate. Thus a 7 puts this right up with social availability ranking.

Prioritization



Task Three:
**Rank the Four Causal Areas from the Greatest Contributor to Your
Community's Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
4	4	Retail Availability
5	3	Criminal Justice
9	1	Social Availability
3	5	Promotion
5	3	School Policies
7	2	Prescription Drugs

QUESTION 42

Provide the rationale for your rankings of the causal factors.

Given the demographics of Jefferson County and the geographic conditions, as well as all of the considerations noted in this workbook, my rankings are rationalized and justified. In all of the work that has been done to create an awareness of the problem, form a grassroots prevention coalition and work with law enforcement and the criminal justice system including local policy makers, Social Availability and Prescription Drug Abuse seem to be the frontrunners as the causal areas that are the highest priority for concern in our area.

The majority of the data seems to support the perception that in our small, rural Montana communities most underage individuals get their alcohol and consume it away from the area vendors. This may include private property, public property and accessibility using a secondary individual, family members or friends. Social Availability is ranked as the #1 priority for Jefferson County.

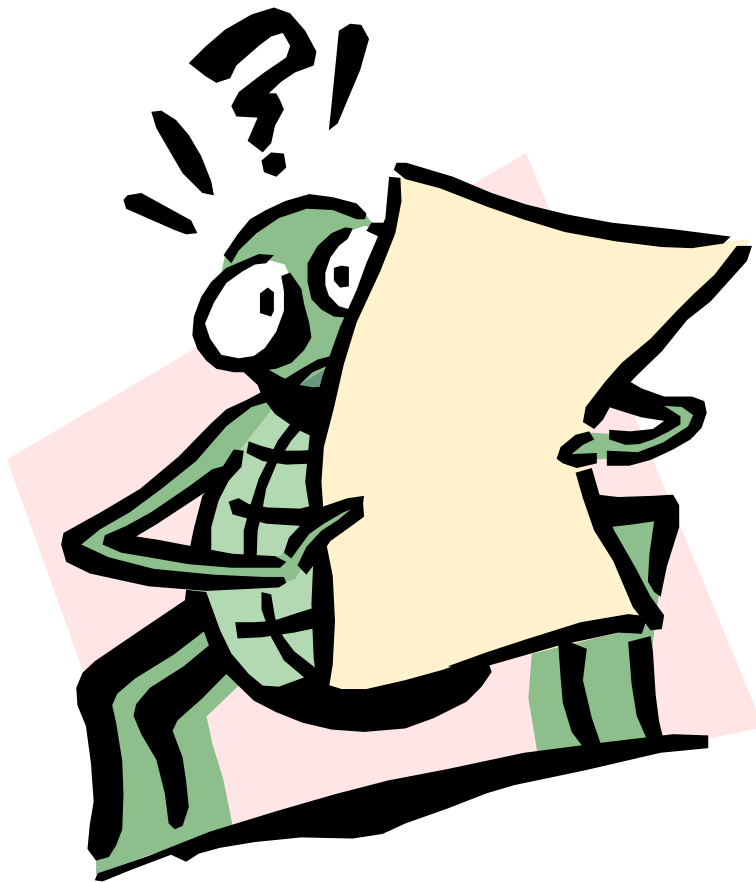
With our local law enforcement and our judicial system's ability to work with the laws and ordinances at their disposal, and given the fiscal and governmental obstacles, their hands are at times tied behind their backs, so to speak, particularly in regards to Prescription Drug Abuse #2 priority.

Law Enforcement continues to be challenged by the issue of over service. The DUI Task Force is on board to work with LE and the county attorney to research the legality of over service compliance checks. It is clear that unless policy is directly affected by the statistics and the data presented, Criminal Justice will continue to be a high priority causal area for our county, and is ranked as priority #3. The state legislature has begun to address some of the DUI laws in the state and little has been done to date to address some of the issues concerning underage binge drinking, etc. Social host legislation which could address some of the local level challenges with underage drinking needs to come from the state legislature. Continued work with all Jefferson County school policies and programs also ranks as #3. There have been many doors opened to work with Administrators, Counselors and School Boards to address the challenging issues of substance abuse with the youth of the county.

Retail Availability is still on the radar as a priority and much work has been done at a local level to create a momentum of Compliance Checks and RASS Training to impact this area. Retail Availability is currently ranked as the #4 priority causal area.

Promotional venues in our area do not seem to be the primary influence on binge drinking or drinking and driving. In fact the local media has been supporters of many of the prevention efforts in the county. They have provided free and reduced pricing for ads and print letters to the editor and other articles as submitted. For all of these reasons promotion is ranked as #5 priority causal area.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

There is a big difference between which causal areas are most *likely* to produce the greatest changes in the environment and which areas have the greatest need. Based upon the prioritization, Social Availability, Prescription Drug Abuse followed by School Policies/Programs and Criminal Justice are where I identified the greatest need for impact. Whether the county residents and elected officials will receive and embrace the necessary steps to achieve that impact is another story altogether. The elected officials of the county have supported an application for Drug Free Community grant funds. This is a hopeful step in the right direction. Another focal point will be to educate and inform parents and members of the community about the dangers and risk of underage substance abuse. The use of media, staff PIR days, parent sport meetings and other community events will be some of the venues for the dissemination of educational material.

As stated earlier the top areas of focus will be to support and attempt to implement a social host ordinance and address the over service challenge with the support of Law Enforcement and the county attorney's office.